Member Services Update

In 2021, we

- Continued bi-weekly zoom calls and open discussions
  - Added guest speaker component (RecycleWorks, Vaccine Confidence Project) and guided discussions led by MFM staff (Social Media 101, All Things SNAP and HIP)

- Continued to support Member Markets with resources
  - Grant postings, training opportunities, SNAP signage, HIP educational resources for marketing use

- Helped markets in Wayland, Boston, Cambridge, and Orleans continue their markets through the winter season with the Season Extension Market Stalls
  - Raised additional grant money and will be expanding our capacity to support members with the Market Stalls

- Advocated for and helped the Harvest New England Farmers Market Conference
Canton Farmers Market: What it takes to establish a new market

Marie Ericson became a market member in September 2020 and was able to open her market in June 2021

- As a market member, MFM was able to provide her with information and connections, helping to get the market started
  - One on one sessions and follow ups
  - Connections to pro bono attorneys, the Conservation Law Foundation, help with insurance, etc
  - Advice on setting up an internal structure
- The market was bustling! Canton had a great community turn out - last market of the season had 1,500 shoppers

According to Marie: “MFM creates a great community where everyone helps each other out”
Plans Moving Forward

- Training Session February 2022
- Job fair Spring 2022
- Updates to our Liability Insurance to accommodate micro entrepreneurs
- Expanding membership to include our farmer members
- Highlighting member markets throughout our marketing channels
  - Seven Courses with a Market Manager